

## **Abstract**

**Title:** Satisfaction of Customer of Ski School Major

**Goals:** The goal of my work is to find out how much are the customers satisfied with the services of the ski school Major. The results will be used for improving provided services

**Methods:** Quantitative marketing research is conducted written and electronic questionnaires during winter season 2011/2012.

**Results:** All the findings are compiled into the tables and diagrams in the result part of this diploma work. The facts provide helpful information for the ski school management.

**Key words:** sport, ski school, customer satisfaction, marketing research